

To Whom It may Concern I have made some comments for your Quantitative and Qualitative research if you would like to interact further I am happy to chat on these and other matters concerning the tourism industry its direction and the importance of government within the sector.

- trends in Australia's international tourism industry, including factors that affect demand for Australian tourism services and the sensitivity of demand for Australian inbound tourism to changes in these factors
- the role of government, including the rationale for government involvement in the tourism industry
- Without government involvement in tourism the industry seems to go into decline. Our government are the forefront of the tourism sales team. They meet and greet internationals and are ambassadors for the country they have the ability to showcase product and promote destinations. One of the best Tourism ministers I have had the pleasure with working with was Kim Hames (WA) Kim's passion for up selling destinations creating partnerships with international airlines and his dedication to be the ambassador for WA created enthusiasm and interest in our state as a destination. Currently at a national level we have no one with this drive in control of this portfolio. The Prime minister spent time in Arnum land and did lots for truancy of school children. I understand his trip was cut short but it would have been a great time to promote aboriginal tourism in the area. A missed opportunity. Without government support of Events and Destination Management in rural Australia battles to keep events sustainable and growing is very challenging as volunteers can only grow things to a certain level before fatigue and lethargy set in. Events create such opportunity for sustainability in leisure destination and government at all levels should embrace this. (This is done through different towns across Australia however, it could be done uniformly creating better ROI of events for communities and stronger economies and communities across Australia. One CEO scoffed that why should a politician spend time eating and drinking with the industry. Well if our politicians do not support the industry then why would others do so. Malaysia government are very proactive as is Singapore and Saudi Arabia there is no comparison on their support for the industry. Selling Australia needs to start at home and We need a bi partisan government support of Selling Australia. If we are proud of our produce and our country others will be more inclined to be interested in seeing what it's all about. I am not saying that our politicians are not proud, In fact I think that all politicians love our country however, they are not necessarily trained to promote Australia as a destination and if all do this then the impact on the economy would be impressive.
- In Short government can play an supportive role to grow events in Regional Australia by giving funding to successful events that are looking to grow but do not have the capacity to do so without financial support for a paid co-coordinator
- Creating better links to rural Australia through infrastructure and ensuring mining camps that are located close to towns have a percentage of their workforce based in those towns.
- Become sales ambassadors for our country make it a part of the mission to promote weather that be presenting Australian product to internationals and talking about their story. Speaking to media about specific destinations or highlighting business opportunities in Australia and its regions as part of their networking Key Performance Indicators

- Speak to Heroes such as Kim Hames and others who successfully promote their regions on what he had done to improve tourism recognition
- the effect of aviation policy and regulation, including the extent to which aviation policy and regulations facilitate or impede a competitive market for flights to, from and within, Australia
Dispersal is one of our major issues. Policy and regulation that increase costs hurt the growth opportunity of Australia. Business needs to be profitable and over regulation such as Harmonization is not helpful. We need safety but not when it cuts back productivity so much that the businesses are paying more out in non core expenses than on operational expenses. Especially when the industry is already so labour intensive and therefore already penalized by its own nature.
- Australia can either play on the global market or it can protect Australians and their way of life. But it cannot do both. Either our economies need to be reliant on our people eg make it cheaper to holiday at home than to go overseas or we need to work towards being competitive with the rest of the world. Currently it is cheaper to fly to Asia from WA than it is to fly to Broome, Karratha or Kalgoorlie. That is ludicrous.
- the effect of land management policy and regulation, including the role of government in managing the use of environmental, heritage or cultural assets and the approaches that can be used to help manage use of such sites.
- The National landscapes is a great example on how we open up areas for the people of Australia and maintain great natural attractions. More business and environmental partnerships are an absolute must in order to get the best of both worlds. Tourism helps educate and communicate messages to the wider public and working together means that both sides benefit and more importantly the environment is maintained and valued by its people.

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Yours sincerely

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Director